



Monthly Survey of LIFE INSURANCE SALES IN THE UNITED STATES AND CANADA

This survey gives:

Monthly totals for the industry of ordinary sales volume, numbers of new ordinary policies, group sales volume under new or amended contracts, and—for the United States—industrial sales volume. The total ordinary sales volume in each state and province is also shown. Percent changes between the current period and the corresponding period of the previous year are shown.

Ordinary sales results of a group of companies that report three measures of sales performance—face amount (volume), annualized premiums, and number of policies. From

these data, premium per \$1,000, average size policy, and premium per policy, as well as trends in those statistics, are shown.

The definition of new sales excludes revivals, increases, dividend additions, reinsurance acquired, credit insurance (coverage of obligations not exceeding 120 months' duration), and products without insurance (e.g., annuities and Canadian pension bonds). The ordinary data include mass-marketed ordinary business, and the group data are based on new or amended contracts and exclude additions to current contracts.

Comparisons with Previous Year

	FACE AMOUNT		NUMBER OF POLICIES		ANNUALIZED PREMIUM	
	Current month	Year to date	Current month	Year to date	Current month	Year to date
UNITED STATES						
Ordinary	122%	120%	94%	93%	100%	100%
Group	135%	125%	—	—	—	—
Industrial	60%	64%	—	—	—	—
CANADA						
Ordinary	133%	131%	108%	109%	111%	112%
Group	143%	110%	—	—	—	—

The industry totals are estimates based on monthly reports from: 164 companies operating in the United States representing 66 percent of the 1980 new ordinary volume sold in that country, 61 percent of the number of new ordinary policies, 75 percent of the volume of new or amended group contracts, and 45 percent of the new industrial volume; 44 companies operating in Canada representing 80 percent of the 1980 new ordinary volume, 83 percent of the number of new ordinary policies, and 77 percent of the volume of new or amended group contracts.

The 148 companies operating in the United States for which the monthly sales results for premiums, policies, volume, and their derived statistics are reported represent 65 percent of the 1980 United States ordinary volume and 62 percent of the ordinary policies sold; the 40 companies operating in Canada represent 74 percent of the 1980 Canadian ordinary volume and 74 percent of the policies. Since no industry data are available on total new ordinary premiums sold, the proportion of the premium total of each country represented by these companies cannot be determined. The business of these contributors may not represent the industry proportions of participating and nonparticipating policies and of term and permanent insurance sold; therefore, statistics (such as premium per \$1,000, derived from the experience of the contrib-

utors may not represent the experience of the industry as a whole.

The groupings of companies and departments are maintained for five-year periods to allow examination of trends; currently they are based on amount of ordinary life insurance in force in the country on January 1, 1978. The in force categories and, in parentheses, the number of contributing companies or departments in each:

UNITED STATES

Ordinary companies or departments

- Group 1—\$10 billion or more (20)
- Group 2—\$4 billion to \$10 billion (23)
- Group 3—\$2 billion to \$4 billion (28)
- Group 4—\$1 billion to \$2 billion (24)
- Group 5—\$500 million to \$1 billion (19)
- Group 6—Less than \$500 million (22)

Home service companies or departments

- Group 7—\$25 billion or more (2)
- Group 8—\$5 billion to \$25 billion (4)
- Group 9—Less than \$5 billion (17)

Canada

- Group 1—\$2 billion or more (15)
- Group 2—\$700 million to \$2 billion (14)
- Group 3—Less than \$700 million (11)

Industry Sales

ORDINARY

	Face Amount (in millions)			Number of Policies (in thousands)		
	1981	1982	1982/1981	1981	1982	1982/1981
January	\$ 29,094	\$ 34,503	119%	1,055	949	90%
February	32,073	38,259	119	1,226	1,136**	93**
March	38,871	47,406	122	1,482	1,397	94
April	39,581			1,369		
May	36,482			1,252		
June	40,913			1,361		
July	38,118			1,212		
August	36,769			1,238		
September	38,762			1,258		
October	41,267			1,344		
November	40,413			1,290		
December	51,502			1,331		
Year total	\$463,845			15,418		
Year to date	\$100,038	\$120,168	120%	3,763	3,482	93%

Face Amount by State (in thousands)

			1982/1981					1982/1981	
	Month	Year to date	Month	Year to date		Month	Year to date	Month	Year to date
Alabama	\$ 944,633	\$2,230,692	127%	115%	Montana	\$ 150,962	\$ 415,481	122%	122%
Alaska	95,383	224,052	157	136	Nebraska	437,894	1,108,229	116	118
Arizona	576,154	1,525,885	119	121	Nevada	156,187	450,257	137	156
Arkansas	447,989	1,159,074	148	152	New Hampshire	177,040	444,560	111	116
California	5,443,859	14,080,375	123	125	New Jersey	1,405,487	3,568,291	111	109
Colorado	886,678	2,226,256	128	125	New Mexico	271,581	668,225	134	124
Connecticut	815,755	2,002,612	144	133	New York	2,741,893	7,002,623	109	107
Delaware	126,165	297,771	115	109	North Carolina	1,208,521	2,992,068	118	115
D.C.	173,009	396,645	141	135	North Dakota	206,005	527,479	144	143
Florida	2,252,562	5,750,331	123	123	Ohio	2,084,366	5,271,648	114	115
Georgia	1,466,716	3,755,674	130	131	Oklahoma	828,489	2,122,282	135	124
Hawaii	239,047	633,788	126	125	Oregon	478,639	1,287,654	130	128
Idaho	229,222	589,909	143	126	Pennsylvania	1,854,739	4,622,169	111	112
Illinois	2,187,799	5,673,890	115	115	Rhode Island	175,777	473,099	99	112
Indiana	950,972	2,532,010	112	115	South Carolina	693,187	1,691,749	128	121
Iowa	595,998	1,495,828	113	109	South Dakota	184,971	442,380	138	122
Kansas	566,623	1,433,063	126	123	Tennessee	1,023,194	2,682,206	122	131
Kentucky	571,562	1,454,957	114	114	Texas	4,138,885	10,463,453	129	127
Louisiana	1,289,386	3,040,349	142	132	Utah	541,372	1,351,189	156	156
Maine	163,173	406,209	120	121	Vermont	80,162	227,791	128	147
Maryland	818,042	2,099,166	115	112	Virginia	1,091,697	2,759,750	110	110
Massachusetts	1,067,899	2,729,953	127	126	Washington	936,120	2,301,378	133	128
Michigan	1,217,313	3,079,649	114	110	West Virginia	223,580	531,385	109	101
Minnesota	817,724	2,067,391	117	113	Wisconsin	793,641	2,045,005	122	120
Mississippi	477,536	1,159,016	126	117	Wyoming	106,436	269,802	135	120
Missouri	994,264	2,393,099	132	122	U.S. TOTAL	\$47,406,288	\$120,167,797	122%	120%

GROUP Face Amount (in millions)

	1981	1982	1982/1981
January	\$ 14,391	\$ 17,999	125%
February	13,537	15,242	113
March	17,966	24,192	135
April	12,953		
May	14,438		
June	59,159*		
July	19,378		
August	18,370		
September	18,393		
October	59,694*		
November	17,773		
December	80,299*		
Year total	\$346,351		
Year to date	\$ 45,894	\$ 57,433	125%

INDUSTRIAL Face Amount (in millions)

	1981	1982	1982/1981
January	\$ 178	\$ 98	55%
February	173	135	78
March	255	152	60
April	215		
May	225		
June	152		
July	152		
August	149		
September	144		
October	242		
November	119		
December	132		
Year total	\$2,136		
Year to date	\$ 606	\$ 385	64%

* June and October include \$40,000 million and \$44,400 million FGLI respectively; December includes \$45,626 million SGLI.

UNITED STATES

Ordinary Sales Results of 148 Companies

	ANNUALIZED PREMIUM (in thousands)		FACE AMOUNT (in thousands)		NUMBER OF POLICIES		PREMIUM PER \$1,000		AVERAGE SIZE POLICY		PREMIUM PER POLICY		1981-1982					
	1981	1982	1981	1982	1981	1982	1981	1982	1981	1982	1981	1982	Annualized premium	Face amount	Number of policies	Premium per \$1,000	Average size policy	Premium per policy
January	\$ 246,623	\$ 247,729	\$ 18,725,556	\$ 21,966,636	639,318	573,144	\$13.17	\$11.28	\$29,290	\$38,327	\$386	\$432	100%	117%	90%	86%	131%	112%
February	253,778	249,799	20,630,147	24,387,718	732,521	680,744	12.30	10.24	28,163	35,825	346	367	98	118	93	83	127	106
March	308,097	308,045	24,914,550	30,117,896	887,535	831,877	12.37	10.23	28,072	36,205	347	370	100	121	94	83	129	107
April	307,528		25,419,606		821,532		12.10		30,942		374							
May	286,535		23,461,527		751,512		12.21		31,219		381							
June	321,414		26,323,256		821,243		12.21		32,053		391							
July	293,585		24,445,193		730,673		12.01		33,456		402							
August	282,997		23,625,370		746,672		11.98		31,641		379							
September	290,568		24,946,500		755,965		11.65		33,000		384							
October	303,961		26,537,198		790,890		11.45		33,554		384							
November	290,799		26,031,445		769,212		11.17		33,842		378							
December	375,497		33,424,399		804,547		11.23		41,544		467							
Year total	\$3,561,382		\$298,484,747		9,251,620		\$11.93		\$32,263		\$385							
Year to date	\$ 808,498	\$ 805,573	\$ 64,270,253	\$ 76,472,250	2,259,374	2,085,765	\$12.58	\$10.53	\$28,446	\$36,664	\$358	\$386	100%	119%	92%	84%	129%	108%

125 Ordinary Companies and 11 Ordinary Departments of Home Service Companies

Total group Month	\$ 233,761	\$ 233,694	\$ 19,976,782	\$ 25,330,843	481,750	454,992	\$11.70	\$ 9.23	\$41,467	\$55,673	\$485	\$514	100%	127%	94%	79%	134%	106%	Total group Month
Year to date	\$ 628,886	\$ 621,462	\$ 52,382,318	\$ 64,705,294	1,257,657	1,151,821	\$12.01	\$ 9.60	\$41,651	\$56,177	\$500	\$540	99%	124%	92%	80%	135%	108%	Year to date
Group 1—Month	\$ 144,315	\$ 139,012	\$ 11,818,170	\$ 14,703,227	300,649	277,512	\$12.21	\$ 9.45	\$39,309	\$52,982	\$480	\$501	96%	124%	92%	77%	135%	104%	Group 1—Month
Year to date	\$ 394,762	\$ 375,060	\$ 31,411,958	\$ 37,882,022	794,377	711,300	\$12.57	\$ 9.90	\$39,543	\$53,257	\$497	\$527	95%	121%	90%	79%	135%	106%	Year to date
Group 2—Month	\$ 45,417	\$ 43,033	\$ 3,662,727	\$ 3,932,660	78,747	70,451	\$12.40	\$10.94	\$46,513	\$55,821	\$577	\$611	95%	107%	89%	88%	120%	106%	Group 2—Month
Year to date	\$ 118,434	\$ 117,301	\$ 9,390,116	\$ 10,191,402	200,309	174,613	\$12.61	\$11.51	\$46,878	\$58,366	\$591	\$672	99%	109%	87%	91%	125%	114%	Year to date
Group 3—Month	\$ 24,909	\$ 28,435	\$ 2,534,588	\$ 3,787,330	56,712	53,750	\$ 9.83	\$ 7.51	\$44,692	\$70,462	\$439	\$529	114%	149%	95%	76%	158%	121%	Group 3—Month
Year to date	\$ 64,636	\$ 70,387	\$ 6,435,639	\$ 9,273,304	140,088	133,694	\$10.04	\$ 7.59	\$45,940	\$69,362	\$461	\$526	109%	144%	95%	76%	151%	114%	Year to date
Group 4—Month	\$ 11,964	\$ 12,766	\$ 1,188,000	\$ 1,708,250	24,430	26,818	\$10.07	\$ 7.47	\$48,629	\$63,698	\$490	\$476	107%	144%	110%	74%	131%	97%	Group 4—Month
Year to date	\$ 32,235	\$ 32,451	\$ 3,132,782	\$ 4,352,292	66,031	67,642	\$10.29	\$ 7.46	\$47,444	\$64,343	\$488	\$480	101%	139%	102%	72%	136%	98%	Year to date
Group 5—Month	\$ 4,820	\$ 8,054	\$ 525,548	\$ 819,011	14,128	19,116	\$ 9.17	\$ 9.83	\$37,199	\$42,844	\$341	\$421	167%	156%	135%	107%	115%	123%	Group 5—Month
Year to date	\$ 12,553	\$ 19,578	\$ 1,357,833	\$ 1,994,488	36,350	44,824	\$ 9.24	\$ 9.82	\$37,354	\$44,496	\$345	\$437	156%	147%	123%	106%	119%	127%	Year to date
Group 6—Month	\$ 2,336	\$ 2,394	\$ 247,749	\$ 380,365	7,084	7,345	\$ 9.43	\$ 6.29	\$34,973	\$51,786	\$330	\$326	102%	154%	104%	67%	148%	99%	Group 6—Month
Year to date	\$ 6,266	\$ 6,685	\$ 653,990	\$ 1,011,786	20,502	19,748	\$ 9.58	\$ 6.61	\$31,899	\$51,235	\$306	\$339	107%	155%	96%	69%	161%	111%	Year to date

23 Home Service Companies and Departments

Excluding weekly premium ordinary

Total group Month	\$ 70,505	\$ 71,193	\$ 4,849,212	\$ 4,720,315	366,211	347,578	\$14.54	\$15.08	\$13,242	\$13,581	\$193	\$205	101%	97%	95%	104%	103%	106%	Total group Month
Year to date	\$ 168,813	\$ 175,506	\$ 11,657,024	\$ 11,602,732	897,833	859,929	\$14.48	\$15.13	\$12,984	\$13,493	\$188	\$204	104%	100%	96%	104%	104%	109%	Year to date
Group 7—Month	\$ 37,076	\$ 32,706	\$ 2,813,170	\$ 2,365,416	134,101	108,277	\$13.18	\$13.83	\$20,978	\$21,846	\$276	\$302	88%	84%	81%	105%	104%	109%	Group 7—Month
Year to date	\$ 88,231	\$ 84,934	\$ 6,742,764	\$ 6,020,194	328,638	286,048	\$13.09	\$14.11	\$20,517	\$21,046	\$268	\$297	96%	89%	87%	108%	103%	111%	Year to date
Group 8—Month	\$ 15,588	\$ 18,764	\$ 928,610	\$ 1,108,984	95,512	104,087	\$16.79	\$16.92	\$ 9,722	\$10,654	\$163	\$180	120%	119%	109%	101%	110%	110%	Group 8—Month
Year to date	\$ 37,930	\$ 43,896	\$ 2,307,284	\$ 2,671,163	239,414	253,572	\$16.44	\$16.43	\$ 9,637	\$10,534	\$158	\$173	116%	116%	106%	100%	109%	109%	Year to date
Group 9—Month	\$ 17,841	\$ 19,723	\$ 1,107,432	\$ 1,245,915	136,598	135,214	\$16.11	\$15.83	\$ 8,107	\$ 9,214	\$131	\$146	111%	113%	99%	98%	114%	111%	Group 9—Month
Year to date	\$ 42,652	\$ 45,676	\$ 2,606,976	\$ 2,911,375	329,781	320,309	\$16.36	\$16.03	\$ 7,905	\$ 9,089	\$129	\$146	109%	112%	97%	98%	115%	113%	Year to date

Weekly premium ordinary

Month	\$ 3,831	\$ 3,158	\$ 88,556	\$ 53,738	39,574	29,307	\$43.26	\$47.32	\$ 2,238	\$ 2,277	\$ 97	\$108	82%	75%	74%	109%	102%	111%	Month
Year to date	\$ 10,799	\$ 8,605	\$ 230,911	\$ 164,224	103,884	74,015	\$46.77	\$52.40	\$ 2,223	\$ 2,219	\$104	\$116	80%	71%	71%	112%	100%	112%	Year to date

CANADA

Industry Sales

ORDINARY

	Face Amount (in thousands)			Number of Policies			Face Amount by Province (in thousands)			
	1981	1982	1982/1981	1981	1982	1982/1981			1982/1981	
January	\$ 2,578,748	\$ 3,204,040	124%	63,955	67,857	106%				
February	3,258,714	4,326,305	133	85,871	95,709	111				
March	3,717,855	4,943,339	133	96,776	104,312	108				
April	3,823,493			93,146						
May	3,730,674			92,392						
June	4,174,144			98,630						
July	3,924,266			88,063						
August	3,305,520			72,855						
September	3,878,656			92,274						
October	4,332,630			106,604						
November	4,599,028			104,238						
December	5,207,327			101,963						
Year total	\$46,531,055			1,096,773						
Year to date	\$ 9,555,317	\$12,473,684	131%	246,602	267,878	109%				

GROUP

	Face Amount (in thousands)		
	1981	1982	1982/1981
January	\$ 1,463,814	\$ 2,693,014	184%
February	2,839,386	1,253,002	44
March	2,339,791	3,336,215	143
April	1,521,624		
May	1,466,359		
June	2,257,118		
July	1,564,429		
August	1,689,320		
September	2,725,288		
October	1,851,872		
November	2,213,515		
December	3,883,105		
Year total	\$25,815,621		
Year to date	\$ 6,642,991	\$ 7,282,231	110%

Ordinary Sales Results of 40 Companies

	ANNUALIZED PREMIUM (in thousands)		FACE AMOUNT (in thousands)		NUMBER OF POLICIES		PREMIUM PER \$1,000		AVERAGE SIZE POLICY		PREMIUM PER POLICY		1982/1981					
	1981	1982	1981	1982	1981	1982	1981	1982	1981	1982	1981	1982	Annualized premium	Face amount	Number of policies	Premium per \$1,000	Average size policy	Premium per policy
January	\$ 16,880	\$ 18,918	\$ 1,856,531	\$ 2,330,948	45,496	47,741	\$ 9.09	\$ 8.12	\$40,806	\$48,825	\$371	\$396	112%	126%	105%	89%	120%	107%
February	21,338	24,285	2,380,506	3,158,723	62,658	67,913	8.96	7.69	37,992	46,511	341	358	114	133	108	86	122	105
March	24,010	26,716	2,653,381	3,621,298	67,778	73,568	9.05	7.38	39,148	49,224	354	363	111	136	109	82	126	103
April	23,906		2,817,197		68,086		8.49		41,377		351							
May	22,921		2,714,011		66,491		8.45		40,818		345							
June	25,518		3,065,033		71,087		8.33		43,117		359							
July	23,889		2,870,003		63,255		8.32		45,372		378							
August	19,812		2,428,313		52,208		8.16		46,512		379							
September	22,517		2,758,003		63,440		8.16		43,474		355							
October	26,749		3,126,430		75,797		8.56		41,247		353							
November	27,930		3,325,475		73,203		8.40		45,428		382							
December	32,594		3,834,781		72,884		8.50		52,615		447							
Year total	\$288,064		\$33,829,664	\$	782,383		\$ 8.52		\$43,239		\$ 58							
Year to date	\$ 62,228	\$ 69,919	\$ 6,890,418	\$ 9,110,969	175,932	189,222	\$ 9.03	\$ 7.67	\$39,165	\$48,150	\$354	\$370	112%	132%	108%	85%	123%	105%
Group 1—Month	\$ 18,622	\$ 19,869	\$ 1,973,645	\$ 2,367,389	53,031	52,990	\$ 9.44	\$ 8.39	\$37,217	\$44,676	\$351	\$375	107%	120%	100%	89%	120%	107%
Year to date	\$ 48,405	\$ 52,313	\$ 5,155,328	\$ 6,192,591	138,794	140,621	\$ 9.39	\$ 8.45	\$37,144	\$44,037	\$349	\$372	108%	120%	101%	90%	119%	107%
Group 2—Month	\$ 4,205	\$ 5,106	\$ 485,291	\$ 936,756	10,747	16,093	\$ 8.66	\$ 5.45	\$45,156	\$58,209	\$391	\$317	121%	193%	150%	63%	129%	81%
Year to date	\$ 10,707	\$ 13,045	\$ 1,262,430	\$ 2,105,931	26,946	37,233	\$ 8.48	\$ 6.19	\$46,850	\$56,561	\$397	\$350	122%	167%	138%	73%	121%	88%
Group 3—Month	\$ 1,183	\$ 1,741	\$ 194,445	\$ 317,153	4,000	4,485	\$ 6.08	\$ 5.49	\$48,611	\$70,714	\$296	\$388	147%	163%	112%	90%	145%	131%
Year to date	\$ 3,116	\$ 4,561	\$ 472,660	\$ 812,447	10,192	11,368	\$ 6.59	\$ 5.61	\$46,376	\$71,468	\$306	\$401	146%	172%	112%	85%	154%	131%

Life Insurance Marketing and Research Association, Inc., P.O. Box 208, Hartford, Connecticut 06141